



FM

FLOWMATRIX.DEV

Premium Workflow

A practical guide – step by step

Newsletter Automation

A workflow for automated newsletters: capture signups, prepare content and deliver emails reliably via the Resend API.

MARKETING & CONTENT

BEGINNER

ABOUT 1 HOUR SETUP

OVERVIEW

Newsletter Automation

A workflow for automated newsletters: capture signups, prepare content and deliver emails reliably via the Resend API.

CATEGORY	DIFFICULTY	DURATION
Marketing & Content	Beginner	About 1 hour setup

What you use it for

Regular newsletters for blogs, products and communities.

Tools in this workflow

Resend API · Astro · Supabase · n8n

How to implement it

1

Set up a signup form with double opt-in

Create a sign-up form with double opt-in to capture consent in accordance with GDPR. This ensures your subscribers confirm their subscription.

WHAT YOU NEED TO DO

1. Create an HTML form with fields for name and email.
2. Integrate the form into your website using Astro.
3. Set up a confirmation email using the Resend API.
4. Create a confirmation page that is displayed after email confirmation.

CHECK AT THE END

- ☐ The form is visible on the website.
- ☐ The confirmation email is sent correctly.
- ☐ The confirmation page is displayed after email confirmation.

RESULT

A functioning sign-up form with double opt-in is set up.

LINKS

GDPR Info: <https://gdpr.eu/>

2

Store contacts in Supabase

Save subscriber contact information and consent status to a Supabase table for centralized management.

WHAT YOU NEED TO DO

1. Create a new table in Supabase with fields: Name, Email, ConsentStatus.
2. Integrate the sign-up form with the Supabase database.
3. Ensure data is inserted into the table after confirmation.

CHECK AT THE END

- ☐ The Supabase table is correctly set up.
- ☐ Data is inserted into the table after confirmation.
- ☐ Access to the Supabase database is secure.

RESULT

Subscriber contact information will be successfully stored in Supabase.

3

Maintain newsletter content in Markdown

Manage newsletter content in Markdown files to simplify versioning and editing. This enables easy integration with your code.

WHAT YOU NEED TO DO

1. Create a directory for newsletter contents in your project.
2. Create a Markdown file for each newsletter.
3. Use Git for versioning and managing the Markdown files.

CHECK AT THE END

- ☐ Markdown files are present in the project directory.
- ☐ Contents are correctly formatted and versioned.
- ☐ Git is initialized for the project.

RESULT

Newsletter contents will be managed and versioned in Markdown files.

LINKS

Markdown Guide: <https://www.markdownguide.org/>

4

Automate delivery via the Resend API

Automate the delivery of newsletters and transactional emails with the Resend API to ensure reliable delivery.

WHAT YOU NEED TO DO

1. Set up the Resend API in your project.
2. Create a script that uses the API to send emails.
3. Schedule regular email sends with n8n.

CHECK AT THE END

- ☐ Resend API is integrated into your project.
- ☐ Email sending script is functional.
- ☐ Email sends are scheduled in n8n.

RESULT

Newsletters are automated and delivered reliably.

5

Track open and click rates

Track your email open and click rates to measure engagement and optimize content.

WHAT YOU NEED TO DO

1. Integrate tracking parameters into your email links.
2. Set up a dashboard in n8n to monitor metrics.
3. Regularly analyze collected data.

CHECK AT THE END

- ☐ Tracking parameters are integrated into emails.
- ☐ A dashboard for monitoring metrics is set up.
- ☐ Regular analysis of data is planned.

RESULT

Open and click rates will be successfully tracked and analyzed.

LINKS

Resend Analytics: <https://resend.com/docs/dashboard/emails/introduction>

RECOMMENDED TOOLS & RESOURCES

Recommended Tools & Resources

All tools in this workflow with their official website.

Resend API

<https://resend.com/?ref=flowmatrix>

Official URL

Astro

<https://astro.build/>

Supabase

<https://supabase.com/?ref=flowmatrix>

Official URL

n8n

<https://n8n.io/?ref=flowmatrix>

Official URL

Full version as Premium PDF

All steps, tools and resources as a PDF – €4.99.

[Buy now – €4.99](#)